

## In the Claims

### Listing of Claims

This listing of claims will replace all prior versions, and listings of claims in the application.

1. (currently amended) A computer implemented method of providing to a customer customized media at a physical point of sale (PPOS) at a time of a sales transaction for [[of]] a good/service, comprising the steps of:

storing a plurality of customer media profiles in a computer database, each of the customer media profiles comprising a customer identifier and a media content type identifier associated with the customer identifier, the media content type identifier identifying a type of information;

(a)—receiving a[[n]] customer identifier from [[the]] a customer at a point of sale computer located proximate to the PPOS, the point-of-sale computer being in electronic communication with the database;

(b)—retrieving from the database a media profile that is ~~maintained in a database in association~~ associated with the customer identifier received from the customer, ~~the media profile identifying at least one media content type by the point-of-sale computer;~~

(c)—generating ~~a deliverable in accordance with~~ an item of current information, the content of the generated item of current information being determined by the time of the sales transaction for the good/service and the type of information identified in the retrieved media profile by obtaining an item of the media content type identified in the retrieved media profile;  
and

(d) —communicating the generated ~~deliverable~~ item of current information to the customer at the PPOS proximate to the time of the sales transaction.

2. (currently amended) The method of claim 1, wherein the step of communicating the generated ~~deliverable~~ item of current information comprises providing to the customer at the PPOS a printed publication including the ~~identified media content~~ generated item of current information.

3. (currently amended) The method of claim 1, wherein the step of communicating the generated ~~deliverable~~ item of current information comprises printing the item of ~~the identified media content type~~ current information on a sleeve of a coffee cup that is provided to the customer at the PPOS.

4. (currently amended) The method of claim 1, wherein the step of communicating the generated ~~deliverable~~ item of current information comprises printing the item of ~~the identified media content type~~ time-sensitive information on a tray mat that is provided to the customer.

5. (currently amended) The method of claim 1, wherein the step of communicating the generated ~~deliverable~~ item of current information comprises printing the item of ~~the identified media content type~~ current information on packaging of a good that is sold to the customer.

6. (currently amended) The method of claim 1, wherein the step of communicating the generated ~~deliverable~~ item of current information comprises printing the item of ~~the identified media content type~~ current information on a bag in which a good is provided to the customer.
7. (currently amended) The method of claim 1, wherein the step of communicating the generated ~~deliverable~~ item of current information comprises wirelessly transmitting at the PPOS the item of ~~the identified media content type~~ current information to the customer.
8. (currently amended) The method of claim 1, wherein the step of communicating the generated ~~deliverable~~ item of current information comprises wirelessly transmitting at the PPOS the item of ~~the identified media content type~~ current information to a mobile computer device of the customer.
9. (currently amended) The method of claim 1, wherein the step of communicating the generated ~~deliverable~~ item of current information comprises wirelessly transmitting at the PPOS the item of ~~the identified media content type~~ current information to a personal digital assistant of the customer.
10. (currently amended) The method of claim 1, wherein the step of communicating the generated ~~deliverable~~ item of current information comprises wirelessly transmitting at the PPOS the item of ~~the identified media content type~~ current information to a personal communication device of the customer.

11. (currently amended) The method of claim 1, wherein the step of communicating the generated ~~deliverable~~ item of current information comprises wirelessly transmitting at the PPOS the item of ~~the identified media content type~~ current information to a web-enabled telephone of the customer.

12. (original) The method of claim 1, wherein the media profile is unique to the customer.

13. (original) The method of claim 1, wherein the media content type identified in the media profile is selected by the customer prior to the time of sale of the good or service.

14. (original) The method of claim 13, wherein the customer selects the media content type when setting up or editing the media profile.

15. (original) The method of claim 14, wherein the setting up or editing of the media profile by the customer is accomplished online via the Internet.

16. (currently amended) The method of claim 1, wherein the item of ~~the identified media content type~~ current information includes information obtained over the Internet at the time of the sale of the good or service.

17. (withdrawn) The method of claim 1, wherein the item of the identified media content type comprises an electronic coupon.

18. (withdrawn) The method of claim 1, wherein the item of the identified media content type comprises a game piece of a promotion associated with the good or service sold.
19. (withdrawn) The method of claim 1, wherein the item of the identified media content type comprises AvantGo™ type channel content.
20. (withdrawn) The method of claim 1, wherein the item of the identified media content type includes a movie/video review.
21. (withdrawn) The method of claim 1, wherein the item of the identified media content type includes a movie or video review of an upcoming or currently released movie or video.
22. (withdrawn) The method of claim 1, wherein the item of the identified media content type comprises an electronic publication to which the customer subscribes.
23. (withdrawn) The method of claim 22, wherein the publication is a magazine.
24. (withdrawn) The method of claim 23, wherein subscription information of the customer is stored in association with the unique identifier of the customer.
25. (withdrawn) The method of claim 1, wherein the media content type comprises weather information.

26. (withdrawn) The method of claim 1, wherein the media content type comprises nutritional information.
27. (withdrawn) The method of claim 1, wherein the media content type comprises sports information.
28. (withdrawn) The method of claim 1, wherein the media content type comprises news.
29. (withdrawn) The method of claim 1, wherein the media content type comprises financial information.
30. (withdrawn) The method of claim 1, wherein the media content type comprises a stock quote.
31. (withdrawn) The method of claim 30, wherein the stock quote comprises a real-time stock quote.
32. (withdrawn) The method of claim 1, wherein the media content type comprises traffic information.
33. (withdrawn) The method of claim 32, wherein the traffic information pertains to a route predetermined by the customer.

34. (withdrawn) The method of claim 1, wherein the media content type comprises a horoscope of the customer.
35. (withdrawn) The method of claim 1, wherein the deliverable comprises a cup sleeve having the item of the identified media content type printed thereon.
36. (withdrawn) The method of claim 1, wherein the deliverable comprises a bag having the item of the identified media content type printed thereon.
37. (withdrawn) The method of claim 1, wherein the deliverable includes a collection of web clippings.
38. (withdrawn) The method of claim 1, wherein the deliverable includes a printout of a web page.
39. (withdrawn) The method of claim 1, wherein the deliverable does not consist of a record of the sale.
40. (withdrawn) The method of claim 1, wherein the deliverable is not a receipt of the sale.
41. (withdrawn) The method of claim 1, wherein the deliverable includes audio.
42. (withdrawn) The method of claim 1, wherein the deliverable includes audio-video.

43. (withdrawn) The method of claim 1, wherein the deliverable includes images and/or pictures.
44. (withdrawn) The method of claim 1, wherein the PPOS is a restaurant.
45. (withdrawn) The method of claim 1, wherein the PPOS is a McDonald's<sup>TM</sup> restaurant.
46. (withdrawn) The method of claim 1, wherein the PPOS is a Krispy Kreme<sup>TM</sup> restaurant.
47. (withdrawn) The method of claim 1, wherein the PPOS is a coffee shop.
48. (withdrawn) The method of claim 1, wherein the PPOS is a Starbucks<sup>TM</sup> coffee shop.
49. (withdrawn) The method of claim 1, wherein the PPOS is a Seattle's Best<sup>TM</sup> coffee shop.
50. (withdrawn) The method of claim 1, wherein the PPOS is a Caribou<sup>TM</sup> coffee shop.
51. (withdrawn) The method of claim 1, wherein the PPOS is an automobile service store.
52. (withdrawn) The method of claim 1, wherein the PPOS is a Firestone<sup>TM</sup> automobile service store.



53. (withdrawn) The method of claim 1, wherein the PPOS is a video rental store.
54. (withdrawn) The method of claim 1, wherein the PPOS is a Blockbuster<sup>TM</sup> video rental store.
55. (original) The method of claim 1, wherein the identifier comprises an account number of a loyalty program in which the customer is enrolled.
56. (original) The method of claim 1, wherein the identifier comprises a public key of a public-private key pair of the customer.
57. (original) The method of claim 1, wherein the step of receiving an identifier at the time of the sale of the good or service comprises reading the identifier from a magnetic stripe card of the customer at the PPOS.
58. (withdrawn) A method of providing customized media to a customer at a physical point of sale (PPOS) of a good or service comprising the steps of:
- (a) receiving an identifier from the customer at the PPOS;
  - (b) determining a media content type that has been pre-selected by the customer;
  - (c) generating a deliverable by obtaining an item of the determined media content type; and
  - (d) communicating the generated deliverable to the customer at the PPOS.

59. (withdrawn) The method of claim 58, wherein the identifier uniquely identifies the customer.

60. (withdrawn) The method of claim 58, wherein the identifier uniquely identifies a class of customers from a plurality of classes of customers.

61. (withdrawn) The method of claim 58, wherein the classes of customers are mutually exclusive.

62. (withdrawn) The method of claim 58, wherein the identifier uniquely identifies a subset of classes of customers from a set of a plurality of classes of customers.

63. (withdrawn) A method comprising:

(a) maintaining in a computer database a plurality of media profiles for customers, each media profile including a unique identifier for each customer, each media profile identifying types of media content previously identified by each customer;

(b) receiving a unique identifier and retrieving the media profile for the unique identifier received;

(c) obtaining media content in accordance with the media profile; and

(d) communicating the media content to the particular customer in conjunction with a purchase by the customer at a physical point of sale of the purchase.